

# Nationally Advertised Lines

have given this store a twelve-fold increase in sales in six years

Six years ago the Birch-Smith Furniture Co.—retail—of Los Angeles, had a volume of \$175,000 per year, and no profits. Price-cutting advertisements and special sales were getting it nowhere.

A new manager, Mr. J. O. Smith, decided to capitalize the money invested in national advertising by well-known manufacturers.

The store adopted as a slogan

**“The Home of Nationally Advertised Goods”**

and began to carry every well-advertised line in its field

The Advertising in local newspapers was transformed from price-cutting advertisements to powerful and steady featuring of nationally advertised goods, by name. In its current advertisements is found such copy as this:

“Come in and see how true to life are the advertisements you have enjoyed in your Saturday Evening Post.”

“For many years we have endeavored to carry only lines that have stood the acid test of national publicity. Step by step, as our business has grown, we have added new articles, until today we are selling over fifty nationally advertised lines, many of which are exclusive with us in Southern California.”

Mr. Smith says: “We believe by hooking up with the Saturday Evening Post advertisements that we are increasing our local advertising circulation by approximately forty thousand, as I am informed that is the number of Posts circulating in Los Angeles.

“Every new customer who comes into the store is more than half sold on what he wants to buy.

“The sales of the store each month during the past four years have shown an increase over the previous month without exception.

“And the total increase in five years of this policy has been 1200 per cent.”

*More and more retailers everywhere are putting this kind of support behind advertised lines.*

*The manufacturer who wants this kind of support for his sales may find it interesting to discuss ways and means with us.*

## THE CURTIS PUBLISHING COMPANY

INDEPENDENCE SQUARE, PHILADELPHIA

*The Saturday Evening Post    The Ladies' Home Journal    The Country Gentleman*